

Rep Order# 9812553 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/06/2012 10:39 AM
Last Received: 09/06/2012 10:27 AM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 62
Buyer STEPHANIE KINCAID
Phone#
Fax#

54454
Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //62
Flight Dates 09/07/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	F,M	6A-630A	NEWS	:30	\$250.00	09/07-09/10	4 P3	1	4	\$1,000.00	
	2	F,M	630A-7A	NEWS	:30	\$250.00	09/07-09/10	4	1	4	\$1,000.00	
	3	F,M	7A-8A	EARLY SHW	:30	\$125.00	09/07-09/10	4 P3	1	4	\$500.00	
	4	F,M	8A-9A	EARLY SHW	:30	\$125.00	09/07-09/10	4	1	4	\$500.00	
	5	F,M	11A-12P	PRICE	:30	\$250.00	09/07-09/10	4 P3	1	4	\$1,000.00	
	6	F,M	12P-1230P	NEWS	:30	\$250.00	09/07-09/10	4 P3	1	4	\$1,000.00	
	7	F,M	5P-530P	NEWS	:30	\$350.00	09/07-09/10	4 P3	1	4	\$1,400.00	
	8	F,M	530P-6P	NEWS	:30	\$400.00	09/07-09/10	4 P3	1	4	\$1,600.00	
	9	F,M	6P-630P	NEWS	:30	\$500.00	09/07-09/10	4 P3	1	4	\$2,000.00	
	10	F,M	730P-8P	ET	:30	\$400.00	09/07-09/10	4 P3	1	4	\$1,600.00	
	11	F,M	11P-1135P	NEWS	:30	\$800.00	09/07-09/10	4 P3	1	4	\$3,200.00	

Rep Order# 9812553 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/06/2012 10:39 AM
Last Received: 09/06/2012 10:27 AM
Showing Buylines: All Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 62
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //62
Flight Dates 09/07/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	F	10P-11P	BLUE	:30	\$1,200.00	09/07-09/07	1 P3	1	1	\$1,200.00	
	13	SA	6A-7A	NEWS	:30	\$125.00	09/08-09/08	1 P3	1	1	\$125.00	
	14	SA	7A-8A	NEWS	:30	\$125.00	09/08-09/08	1 P3	1	1	\$125.00	
	15	SA	8A-9A	NEWS	:30	\$150.00	09/08-09/08	1 P3	1	1	\$150.00	
	16	SA	9A-10A	NEWS	:30	\$150.00	09/08-09/08	1 P3	1	1	\$150.00	
	17	SA	12P-6P	US OPEN	:30	\$500.00	09/08-09/08	1 P3	1	1	\$500.00	
	18	SA	8P-10P	US OPEN	:30	\$800.00	09/08-09/08	1 P3	1	1	\$800.00	
	19	SA	9P-10P	CRIMETIME	:30	\$650.00	09/08-09/08	1 P3	1	1	\$650.00	
	20	SA	11P-1130P	NEWS	:30	\$800.00	09/08-09/08	2 P3	1	2	\$1,600.00	
	21	SU	9A-930A	NEWS	:30	\$225.00	09/09-09/09	1 P3	1	1	\$225.00	
	22	SU	930A-10A	NEWS	:30	\$225.00	09/09-09/09	1 P3	1	1	\$225.00	
	23	SU	10A-1030A	NEWS	:30	\$225.00	09/09-09/09	1 P3	1	1	\$225.00	
	24	SU	1030A-11A	FACE NATION	:30	\$225.00	09/09-09/09	1 P3	1	1	\$225.00	
	25	SU	4P-7P	US OPEN	:30	\$800.00	09/09-09/09	1 P3	1	1	\$800.00	
	26	SU	630P-7P	NEWS	:30	\$450.00	09/09-09/09	1 P3	1	1	\$450.00	
	27	SU	7P-8P	60 MIN	:30	\$1,400.00	09/09-09/09	2 P3	1	2	\$2,800.00	
	28	SU	9P-10P	GOOD WIFE	:30	\$2,200.00	09/09-09/09	1 P3	1	1	\$2,200.00	

Rep Order# 9812553 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/06/2012 10:39 AM
Last Received: 09/06/2012 10:27 AM
Showing Buylines: All Lines

3 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 62
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //62
Flight Dates 09/07/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	SU	11P-1135P	NEWS	:30	\$800.00	09/09-09/09	2 P3	1	2	\$1,600.00	
	30	SA	6P-630P	NEWS	:30	\$250.00	09/08-09/08	1 P3	1	1	\$250.00	

---REPORT TOTALS---

Report Totals: 66 / \$29,100.00

---SALES MONTHLY TOTALS---

Sep 12: 66 / \$29,100.00

Sales Totals: 66 / \$29,100.00

Station Totals: 66 / \$29,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$116,400	CABL	0%	EKRC	0%	UNKN	75%	WBQC	0%	WCPC	0%
		WKRC	25%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null
Demos RA35+

Spot Manager: All, 09/07/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 54454												
Line: 1												
09/07/12	Friday		:30	\$250.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 62		P-3		1	MWASH-
09/07/12	Friday		:30	\$250.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 62		P-3		4	MWASH-
09/10/12	Monday		:30	\$250.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 62		P-3		2	MWASH-
09/10/12	Monday		:30	\$250.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 A	ROMNEY 4 PRESIDENT 62		P-3		3	MWASH-
											4	
Line: 2												
09/07/12	Friday		:30	\$250.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		1	MWASH-
09/07/12	Friday		:30	\$250.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		3	MWASH-
09/10/12	Monday		:30	\$250.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		4	MWASH-
09/10/12	Monday		:30	\$250.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		2	MWASH-
											4	
Line: 3												
09/07/12	Friday		:30	\$125.00		CBS This Morning (7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		1	MWASH-
09/07/12	Friday		:30	\$125.00		CBS This Morning (7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		4	MWASH-
09/10/12	Monday		:30	\$125.00		CBS This Morning (7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		2	MWASH-
09/10/12	Monday		:30	\$125.00		CBS This Morning (7:00:00 AM-8:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		3	MWASH-
											4	
Line: 4												
09/07/12	Friday		:30	\$125.00		CBS This Morning (8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		3	MWASH-
09/07/12	Friday		:30	\$125.00		CBS This Morning (8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		1	MWASH-
09/10/12	Monday		:30	\$125.00		CBS This Morning (8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		2	MWASH-
09/10/12	Monday		:30	\$125.00		CBS This Morning (8:00:00 AM-9:00:00 A	ROMNEY 4 PRESIDENT 62		P-3		4	MWASH-
											4	
Line: 5												
09/07/12	Friday		:30	\$250.00		The Price is Right 11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 62		P-3		1	MWASH-
09/07/12	Friday		:30	\$250.00		The Price is Right 11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 62		P-3		3	MWASH-
09/10/12	Monday		:30	\$250.00		The Price is Right 11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 62		P-3		2	MWASH-
09/10/12	Monday		:30	\$250.00		The Price is Right 11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT 62		P-3		4	MWASH-
											4	
Line: 6												
09/07/12	Friday		:30	\$250.00		Local 12 News at Noon 12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 62		P-3		4	MWASH-
09/07/12	Friday		:30	\$250.00		Local 12 News at Noon 12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 62		P-3		1	MWASH-
09/10/12	Monday		:30	\$250.00		Local 12 News at Noon 12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 62		P-3		2	MWASH-
09/10/12	Monday		:30	\$250.00		Local 12 News at Noon 12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT 62		P-3		3	MWASH-
											4	
Line: 7												
09/07/12	Friday		:30	\$350.00		5p Local 12 News at Fiv (5:00:00 PM-5:30:00 P	ROMNEY 4 PRESIDENT 62		P-3		1	MWASH-
09/07/12	Friday		:30	\$350.00		5p Local 12 News at Fiv (5:00:00 PM-5:30:00 P	ROMNEY 4 PRESIDENT 62		P-3		4	MWASH-
09/10/12	Monday		:30	\$350.00		5p Local 12 News at Fiv (5:00:00 PM-5:30:00 P	ROMNEY 4 PRESIDENT 62		P-3		2	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/07/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE	
Advertiser: Romney/R/President													
Agency: American Rambler Pro													
Station: WKRC-TV													
Order: 54454													
Line: 7													
09/10/12	Monday		:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	PROMNEY 4 PRESIDENT 62		P-3	3	MWASH-	
				\$1,400.00								4	
Line: 8													
09/07/12	Friday		:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 62		P-3	4	MWASH-	
09/07/12	Friday		:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 62		P-3	1	MWASH-	
09/10/12	Monday		:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 62		P-3	3	MWASH-	
09/10/12	Monday		:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	PROMNEY 4 PRESIDENT 62		P-3	2	MWASH-	
				\$1,600.00								4	
Line: 9													
09/07/12	Friday		:30	\$500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-	
09/07/12	Friday		:30	\$500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 62		P-3	4	MWASH-	
09/10/12	Monday		:30	\$500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 62		P-3	3	MWASH-	
09/10/12	Monday		:30	\$500.00		6p Local 12 News at Six	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-	
				\$2,000.00								4	
Line: 10													
09/07/12	Friday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	3	MWASH-	
09/07/12	Friday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-	
09/10/12	Monday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-	
09/10/12	Monday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	4	MWASH-	
				\$1,600.00								4	
Line: 11													
09/07/12	Friday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-	
09/07/12	Friday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	4	MWASH-	
09/10/12	Monday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-	
09/10/12	Monday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	3	MWASH-	
				\$3,200.00								4	
Line: 12													
09/07/12	Friday		:30	\$1,200.00		Fri Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-	
				\$1,200.00								1	
Line: 13													
09/08/12	Saturday		:30	\$125.00		6a-8a Local 12 News Sat	(6:00:00 AM-7:00:00 AM)	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-	
				\$125.00								1	
Line: 14													
09/08/12	Saturday		:30	\$125.00		6a-8a Local 12 News Sat	(7:00:00 AM-8:00:00 AM)	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-	
				\$125.00								1	
Line: 15													
09/08/12	Saturday		:30	\$150.00		CBS This Morning Satur	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-	
				\$150.00								1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/07/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 54454												
Line: 16												
09/08/12	Saturday		:30	\$150.00		CBS This Morning Satur	(9:00:00 AM-10:00:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$150.00								
Line: 17												
09/08/12	Saturday		:30	\$500.00		US Open	(12:00:00 PM-6:00:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$500.00								
Line: 18												
09/08/12	Saturday		:30	\$800.00		US Open	(8:00:00 PM-10:00:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$800.00								
Line: 19												
09/08/12	Saturday		:30	\$650.00		Sat Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$650.00								
Line: 20												
09/08/12	Saturday		:30	\$800.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
09/08/12	Saturday		:30	\$800.00		11p M-Su Local 12 New	(11:00:00 PM-11:30:00	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
				\$1,600.00								
Line: 21												
09/09/12	Sunday		:30	\$225.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$225.00								
Line: 22												
09/09/12	Sunday		:30	\$225.00		CBS Sun Morning	(9:30:00 AM-10:00:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$225.00								
Line: 23												
09/09/12	Sunday		:30	\$225.00		CBS Sun Morning	(10:00:00 AM-10:30:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$225.00								
Line: 24												
09/09/12	Sunday		:30	\$225.00		Face the Nation	10:30 AM-11:00 AM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$225.00								
Line: 25												
09/09/12	Sunday		:30	\$800.00		NFL Regular Season	(4:00:00 PM-7:00:00	PROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$800.00								
Line: 26												
09/09/12	Sunday		:30	\$450.00		630p Local 12 News Su	6:30 PM-7:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$450.00								
Line: 27												
09/09/12	Sunday		:30	\$1,400.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
09/09/12	Sunday		:30	\$1,400.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
				\$2,800.00								

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/07/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 54454												
Line: 28												
09/09/12	Sunday		:30	\$2,200.00		Sun Reg 3	(9:00:00 PM-10:00:00	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
Line: 29												
09/09/12	Sunday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	2	MWASH-
09/09/12	Sunday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											2	
Line: 30												
09/08/12	Saturday		:30	\$250.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT 62		P-3	1	MWASH-
											1	
											66	
											66	
											66	
											66	
											66	
											66	

[Filtered by:] [Sorted by: Station]